Workflow is the new content
Introduction

Technology as artifact

Technology in practice/use
Zwift - Group Ride: Z Badge Hunt - London PRL FULL (D) on The PRL Full in London

Great, supportive group. A special thanks to Eric Shtapler, who kept us together.

Distance | Elev Gain | Time  | Achievements
--- | --- | --- | ---
108.19 mi | 7,513 ft | 5h 39m | 🏆 13

London Loop PR (26:57)
London Loop + Box Hill Finish, 2.5 Laps PR (1:14:40)
Micro
coordination

Ad hoc rendezvous

Situational

Tying place and network. Maps

Visual

Tying place, network and image

Cell Phone
Artifact:

A communication device.

Technology in practice/use:

Connecting identity, place and workflows to reshape industries and behaviors.
Technology as artifact vs Technology in practice …

Technology could be seen to have the potential of knowledge sharing across the firm. However, what is consequential for organizational outcomes is not the artifact itself, but how it is used to get work done in specific contexts. And the consultants’ use of the technology in...
A couple of library examples

Reference management

Institutional repository
Technology as artifact:

Provide and promote reference manager products.

Technology in practice/use:

Support – and help shape - emerging practices around citation management, research workflow, research networking and profiles.
Acknowledgements

SPARC and the author wish to thank the many people whose comments have shaped this document. We would especially like to thank Chris Gutteridge of the University of Southampton and EPrints; Ed Sponsler and Kim Douglas of the Caltech Libraries; and MacKenzie Smith of the MIT Libraries and DSpace. The benefit of their experience and insight has improved this Guide immeasurably. Any errors or omissions that remain, however, are the sole responsibility of SPARC and the author.

This document will be revised and updated on an ongoing basis as new information warrants. To comment on this document, please contact Raym Crow at raym@arl.org.

SPARC
Institutional Repository
Checklist & Resource Guide

Release 1.0
November 2002

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an ideology-driven rather than user-centered understanding of the problem domain

In the long run, we envision a system that, first and foremost, supports our faculty members’ efforts to "do their own work"—that is, to organize their resources, do their writing, work with co-authors, and so on. ...We believe that if we support the research process as a whole, and if faculty members find that the product meets their needs and fits their way of work, they will use it, and "naturally" put more of their work into the IR.
Nine parts of the university that should be building digital knowledge exchange, but often can’t or won’t

evaluations of items or reading advice. Overall, repositories are likely to be less salient for external impacts than getting academics to sign up for the main external sites for hosting research materials — especially ResearchGate and Academic.edu which are far better indexed and accessible to external users, and provide advice or recommendations. Along with Google Scholar Citations (GSC) they also maximize the Web visibility of researchers and departments.

An interesting questions also arises about why hundreds of universities worldwide spend money on having their repositories separately collect, edit, refresh and repost bibliographic information on their staffs' and researchers’ publications when GSC does this task better, free. Why not just mandate your academics to have a GSC page?
Prestige ... reputation economy

Blurring of workflow, outputs and identity
Prestige … reputation economy

The network favors scale
Modern academic workflows begin outside the library...

- 79% of faculty and 74% of students begin discovery outside of the library.

Fig 1. Where do academics begin discovery?

Lean Library data shows 48% of patrons begin on Google Scholar.

Fig 2. % of Lean Library users beginning their discovery process on Google Scholar.

www.librarianfutures.com
Prestige ... reputation economy

The network favors scale

The diversification of open access
<table>
<thead>
<tr>
<th>OA: An evolving story?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Long, long ago ...</strong></td>
</tr>
<tr>
<td>• <strong>Academy:</strong> sourced reputation management &amp; dissemination with third party publishers</td>
</tr>
<tr>
<td>• <strong>Publishing:</strong> consolidated and commercialized</td>
</tr>
<tr>
<td>• <strong>Response:</strong> rise of OA (IR first wave)</td>
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<tr>
<td>• <strong>Response:</strong> New biz models. Diversification into research workflows and research analytics</td>
</tr>
<tr>
<td><strong>“Transformational”</strong></td>
</tr>
<tr>
<td>• Multiple paths to no single destination</td>
</tr>
<tr>
<td>• High confusion of colors and metals</td>
</tr>
<tr>
<td>• Repository, APC, transformative deals, library publishing (diamond), …</td>
</tr>
<tr>
<td>• Broader open agenda: open science, open books, …</td>
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</tbody>
</table>
A market to do business in: **commercial publisher**

A reputation economy: **scholar**

A rational system to be designed: **policy**
Prestige ... reputation economy

The network favors scale

The diversification of open access

Research behaviors increasingly digital

Compliance, reporting, ....
Learned to think about …
• Researcher workflows
• Scholarly incentives
• Web discoverability

Influenced by
• the future of Green Open Access, 
• the relative role of institutional and disciplinary repositories, 
• policy and mandate environment of national and funding agents 
• Campus needs

Part of richer research support
• research data management, 
• research information management, 
• profiling and so on.

A campus discussion
• Social interoperability 
• Collaboration

Institutional repository interacts with evolving behavioral and organizational practices.
Cooperatively support - and help shape - emerging practices around the complete research life cycle, including discoverability and reputation management.

This:

Provide system to manage research outputs.

And this:
Workflow is the new content

Evolving research support
Supporting the creative process: the emerging scholarly record
Her view is that publishers are here to make the scientific research process more effective by helping them keep up to date, find colleagues, plan experiments, and then share their results. After they have published, the processes continues with gaining a reputation, obtaining funds, finding collaborators, and even finding a new job. What can we as publishers do to address some of scientists’ pain points?

A publisher’s new job description

Annette Thomas,
Then CEO of Macmillan Publishers

“Research reputation industrial complex”
- Research graph, research entities
- Research analytics
- Research workflow
- Content, publishing
Four Basic Sourcing Strategies
With Research Data Management examples

Build
Collaborate
Outsource
Refer

Scholars Portal Dataverse

Interact with ...
- Peers
- Public agencies
- Non-profit organizations
- Commercial enterprises

Diversification of sourcing strategies

Direction of decreasing local engagement

Draft version from forthcoming OCLC Research report, Brian Lavoie
Workflows - tying people, data and applications together

As research behaviors are enacted in data-rich computational environments the way in which library support and partnership is thought of changes. Again, what is of special interest here is where workflows increasingly manage, generate and consume content. This motivates new services from libraries, publishers and a whole range of service providers and community initiatives. What are some of the areas where workflow support is important? Here are some areas where there the library is potentially a strong partner:
Supporting the STEM enterprise

Multiple research workflows

Data/content produced, managed and consumed by workflows

Multiple stakeholders, diverse service providers, and great variety across disciplines and institutions.

To be effective requires high social interoperability on campus

Need to be critical and purposeful about sourcing workflows.

How to be in the flow of researcher work?
Workflow is the new content

Thank you!

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